

Capital Cities/ABC, Inc. 77 West 66 Street New York NY 10023 (212) 456 6222



Legal Department

Sam Antar

Vice President

Law & Regulation

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MAY 25 1995

May 19, 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Mr. Roy Stewart
Chief, Mass Media Bureau
Federal Communications Commission
1919 M Street, N.W.
Washington, DC 20554

Re: Review of The Prime Time Access Rule
MM Docket No. 94-123

Dear Mr. Stewart:

INTV made two requests of the networks for data underlying the Economists, Inc. Economic Analysis of the Prime Time Access Rule, both of which were satisfied. The data consists of the raw data underlying the tables in Appendix I of the Economic Analysis as well as the formulas used in computing those tables.

I am enclosing herewith a copy of the data supplied to INTV for inclusion in the record of this proceeding.

Sincerely,

Sam Antar

SA: mrg
Enclosures

cc: (w/o enclosures)

William F. Caton
Renee Licht
Douglas Webbink
Michael Katz
Ellen S. Agress
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~~RECEIVED~~ MEMORANDUM

SAM ANTAR

MAY 25 1995

May 18, 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY
RE: Data Used in Appendix I

The files on the enclosed disk contain the data that were used to generate the tables in Appendix I of **An Economic Analysis of the Prime Time Access Rule**, submitted to the FCC on March 7, 1995. In addition, the enclosed program listing contains the formula used to calculate the values of the autocorrelation-corrected standard errors and t-statistics presented in Tables I-2, I-4 and I-5.

On the disk, the file **H69_70.wks** contains the daily HUT data, by quarter hour, as reported in the Nielsen Pocketpieces, for the 1969-70 television season. The file also contains the formulae used to construct half-hour averages from the quarter-hour data and to construct weekly averages from the daily data. Similar files exist for the 1970-71, 1971-72, 1972-73, and 1976-77 television seasons.

The file **newdata.wks** contains the weekly average data that were used in the analysis for Tables I-3, I-4, and I-5. The annual season averages were computed by averaging the weekly HUT data over all weeks of the television season. These averages, therefore, excluded the first three (3) observations on the spreadsheet.

The file **tues.2.wks** contains the data that were used in the analysis for Tables I-1 and I-2. The file contains data for Tuesday nights and for the average of the other weeknights. Again, season averages were computed excluding the first three observations.

The enclosed program listing details the calculations that were made to compute the differences, standard errors, and t-statistics reported in Tables I-2, I-4 and I-5.

```

ALLXATE33
OPEN DATA tues.2
DATA(ORG=OBS,FORMAT=RATS)

* HFR variable definitions

* average 69 & 70 seasons
set tpre73 = (t6973+t7073)/2
set wpre73 = (w6973+w7073)/2
set tpre80 = (t6980+t7080)/2
set wpre80 = (w6980+w7080)/2
set tpre83 = (t6983+t7083)/2
set wpre83 = (w6983+w7083)/2

* find pairwise differences
set diffw73 = w7173-wpre73
set difft73 = t7173-tpre73
set diffw80 = w7180-wpre80
set difft80 = t7180-tpre80
set diffw83 = w7183-wpre83
set difft83 = t7183-tpre83

* set HFR sample
smp14 33

* Results for Table I-2
* Tuesday analysis

dofor slot = difft73 difft80 difft83

stat(noprint) slot
dis ''
dis @10 'slot:' %label([series]slot)
dis ''
dis @10 'Mean:' ##.## %mean
dis ''
dis 85 'Lag' @15 'covs' @25 's.e.' 835 't-stat' 845 'p-value'
correlate(covariances,noprint,number=8) slot / covs
compute var = 0.
do i=1,9;* find standard error for various lags
  compute var = var + covs(i) + (i .gt. 1)*covs(i)
  compute se = sqrt(var/%nobs)
  compute tstat = %mean/se
  compute pval = %ttest(tstat,%nobs-1-i)/2;* 1-tailed test
  dis 65 i-1 @15 ##.## covs(i) 625 #.#### se 635 #.## tstat @45 #.#### pval
end i
end slot

```

slot: DIFFT73

Mean: -0.42

Lag	covs	s.e.	t-stat	p-value
0	5.32	0.4283	-0.98	0.1684
1	2.23	0.5810	-0.72	0.2386
2	-0.57	0.5463	-0.77	0.2251
3	0.63	0.5845	-0.72	0.2402
4	0.72	0.6256	-0.67	0.2549
5	-1.34	0.5469	-0.77	0.2259
6	-1.78	0.4202	-1.00	0.1650
7	-1.20	0.3068	-1.37	0.0936
8	-0.91	0.1777	-2.36	0.0146

slot: DIFFT80

Mean: -0.27

Lag	covs	s.e.	t-stat	p-value
0	6.39	0.4695	-0.57	0.2882
1	2.52	0.6280	-0.42	0.3380
2	-0.26	0.6137	-0.43	0.3345
3	0.67	0.6503	-0.41	0.3433
4	-0.28	0.6355	-0.42	0.3400
5	-2.03	0.5133	-0.52	0.3051
6	-1.00	0.4407	-0.60	0.2766
7	-0.38	0.4101	-0.65	0.2624
8	-1.41	0.2668	-1.00	0.1661

slot: DIFFT83

Mean: -0.16

Lag	covs	s.e.	t-stat	p-value
0	6.49	0.4731	-0.34	0.3673
1	2.83	0.6472	-0.25	0.4021
2	-0.89	0.5981	-0.27	0.3943
3	-0.52	0.5672	-0.29	0.3888
4	-0.74	0.5204	-0.31	0.3791
5	-1.52	0.4076	-0.40	0.3474
6	-0.28	0.3829	-0.42	0.3382
7	0.63	0.4357	-0.37	0.3569
8	-0.47	0.3964	-0.41	0.3436

* other weekdays analysis

dofor slot = diffw73 diffw80 diffw83

```
stat(noprint) slot
dis ''
dis @10 'slot:' %label([series]slot)
dis ''
dis @10 'Mean:' ##.## %mean
dis ''
dis 85 'Lag' 615 'covs' @25 's.e.' @35 't-stat' @45 'p-value'
correlate(covariances,noprint,number=8) slot / covs
compute var = 0.
do i=1,9
  compute var = var + covs(i) + (i .gt. 1)*covs(i)
  compute se = sqrt(var/%nobs)
  compute tstat = %mean/se
  compute pval = %ttest(tstat,%nobs-1-i)/2
  dis @5 i-1 @15 ##.## covs(i) @25 #.#### se @35 #.## tstat @45 #.#### pval
end i
end slot
```

slot: DIFFW73

Mean: -2.02

Lag	covs	s.e.	t-stat	p-value
0	1.30	0.2119	-9.53	0.0000
1	0.20	0.2423	-8.34	0.0000
2	0.27	0.2783	-7.26	0.0000
3	-0.26	0.2440	-8.28	0.0000
4	-0.34	0.1896	-10.66	0.0000
5	-0.44	0.0742	-27.23	0.0000
6	-0.32	NAN(255)	NAN(255)	NAN(255)
7	-0.30	NAN(255)	NAN(255)	NAN(255)
8	0.08	NAN(255)	NAN(255)	NAN(255)

slot: DIFFW80

Mean: -1.20

Lag	covs	s.e.	t-stat	p-value
0	1.27	0.2091	-5.76	0.0000
1	0.10	0.2252	-5.34	0.0000
2	0.31	0.2690	-4.47	0.0001
3	-0.09	0.2567	-4.69	0.0000
4	-0.02	0.2539	-4.74	0.0000
5	-0.23	0.2199	-5.47	0.0000
6	-0.41	0.1406	-8.56	0.0000
7	-0.22	0.0697	-17.28	0.0000
8	-0.00	0.0687	-17.52	0.0000

slot: DIFFW83

Mean: -0.58

Lag	covs	s.e.	t-stat	p-value
0	1.11	0.1960	-2.98	0.0030
1	0.32	0.2464	-2.37	0.0127
2	0.40	0.2968	-1.97	0.0300
3	0.02	0.2993	-1.95	0.0313
4	-0.06	0.2929	-2.00	0.0290
5	-0.18	0.2710	-2.16	0.0211
6	-0.26	0.2362	-2.47	0.0110
7	-0.25	0.1956	-2.99	0.0036
8	-0.07	0.1829	-3.19	0.0024

* Results for Table I-4

ALLOCATE 33

OPEN DATA newdata013195
DATA(ORG=OBS,FORMAT=RATS)

set snp7380 = (s697380+s707380)/2
set snp8083 = (s698083+s708083)/2
set snp8390 = (s698390+s708390)/2

* Table I-4 series

set diff72n7380 = s727380-snp7380
set diff76n7380 = s767380-snp7380
set diff72n8083 = s728083-snp8083
set diff76n8083 = s768083-snp8083
set diff72n8390 = s728390-snp8390
set diff76n8390 = s768390-snp8390

* HFR sample

SET G72 = WEEK<34.and.week>4.and.week.ne.17
smpl(series = g72)

dofor slot = diff72n7380 diff76n7380 diff72n8083 \$
diff76n8083 diff72n8390 diff76n8390

stat(noprint) slot
dis ''
dis @10 'slot:' %label([series]slot)
dis ''
dis @10 'Mean:' ##.## %mean
dis ''
dis @5 'Lag' @15 'covs' @25 's.e.' @35 't-stat' @45 'p-value'
correlate(covariances,noprint,number=8) slot / covs

```

compute var = 0.
do i=1,9;* find standard error for various lags
  compute var = var + covs(i) + (i.gt.1)*covs(i)
  compute se = sqrt(var/%nobs)
  compute tstat = %mean/se
  compute_pval = %ttest(tstat,%nobs-1-i)/2;* 1-tailed test
  dis @5 i-1 @15 ##.## covs(i) @25 #.##### se @35 #.## tstat @45 #.##### pval
end i
end slot

```

slot: DIFF72N7380

Mean: -1.46

Lag	covs	s.e.	t-stat	p-value
0	3.65	0.3609	-4.06	0.0002
1	1.88	0.5141	-2.85	0.0043
2	1.61	0.6158	-2.38	0.0129
3	0.39	0.6383	-2.29	0.0156
4	0.89	0.6861	-2.13	0.0221
5	0.73	0.7231	-2.02	0.0279
6	0.93	0.7677	-1.91	0.0355
7	0.49	0.7903	-1.85	0.0398
8	0.70	0.8212	-1.78	0.0458

slot: DIFF76N7380

Mean: -1.44

Lag	covs	s.e.	t-stat	p-value
0	4.92	0.4191	-3.44	0.0010
1	2.52	0.5962	-2.42	0.0116
2	1.96	0.7039	-2.05	0.0258
3	1.13	0.7592	-1.90	0.0350
4	1.08	0.8085	-1.78	0.0441
5	1.11	0.8563	-1.68	0.0534
6	1.47	0.9155	-1.58	0.0654
7	0.97	0.9527	-1.51	0.0732
8	1.00	0.9895	-1.46	0.0811

slot: DIFF72N8083

Mean: -0.54

Lag	covs	s.e.	t-stat	p-value
0	4.30	0.3918	-1.38	0.0892
1	2.08	0.5494	-0.99	0.1667
2	2.30	0.6829	-0.79	0.2176
3	0.85	0.7259	-0.75	0.2314
4	1.39	0.7912	-0.68	0.2503
5	1.16	0.8421	-0.64	0.2634
6	1.24	0.8933	-0.61	0.2754
7	0.74	0.9225	-0.59	0.2819
8	0.88	0.9559	-0.57	0.2889

slot: DIFF76N8083

Mean: -0.47

Lag	covs	s.e.	t-stat	p-value
0	5.47	0.4421	-1.06	0.1503
1	3.09	0.6451	-0.72	0.2379
2	2.07	0.7509	-0.62	0.2699
3	1.46	0.8174	-0.57	0.2867
4	1.38	0.8758	-0.53	0.2996
5	1.28	0.9264	-0.50	0.3097

6	1.53	0.9836	-0.47	0.3200
7	1.25	1.0280	-0.45	0.3274
8	1.13	1.0665	-0.44	0.3334

slot: DIFF72N8390

Mean: -0.21

Lag	covs	s.e.	t-stat	p-value
0	3.92	0.3743	-0.57	0.2882
1	1.79	0.5174	-0.41	0.3429
2	2.05	0.6434	-0.33	0.3724
3	0.79	0.6856	-0.31	0.3801
4	1.43	0.7563	-0.28	0.3910
5	1.14	0.8085	-0.26	0.3980
6	1.11	0.8561	-0.25	0.4036
7	0.60	0.8808	-0.24	0.4063
8	0.42	0.8978	-0.24	0.4081

slot: DIFF76N8390

Mean: 0.30

Lag	covs	s.e.	t-stat	p-value
0	4.25	0.3898	0.78	0.2224
1	2.72	0.5884	0.51	0.3058
2	1.80	0.6892	0.44	0.3323
3	1.31	0.7540	0.40	0.3460
4	1.07	0.8031	0.38	0.3550
5	1.18	0.8541	0.35	0.3634
6	1.41	0.9110	0.33	0.3717
7	1.19	0.9566	0.32	0.3776
8	1.21	1.0006	0.30	0.3829

* Table I-5 series

```
set diff72n = s727380/s728083 - snp7380/snp8083
set diff76n = s767380/s768083 - snp7380/snp8083
```

```
dofor slot = diff72n diff76n
```

```
stat(noprint) diff76n
dis ''
dis @10 'slot:' %label([series1slot)
dis ''
dis @10 'Mean:' ##.### %mean
dis ''
dis @5 'Lag' @15 'covs' @25 's.e.' @35 't-stat' @45 'p-value'
correlate(covariances,noprint,number=8) diff76n / covs
compute var = 0.
do i=1,9;* find standard error for various lags
  compute var = var + covs(i) + (i .gt. 1)*covs(i)
  compute se = sqrt(var/%nobs)
  compute tstat = %mean/se
  compute pval = %ttest(tstat,%nobs-1-i)/2;* 1-tailed test
  dis @5 i-1 @15 ##.### covs(i) @25 #.#### se @35 #.## tstat @45 #.##### pval
end i
end slot
```

slot:diff72n

Mean: -0.015

Lag	covs	s.e.	t-stat	p-value
0	0.000	0.0018	-8.06	0.0000

1	0.000	0.0020	-7.39	0.0000
2	0.000	0.0024	-6.20	0.0000
3	-0.000	0.0023	-6.46	0.0000
4	-0.000	0.0019	-7.50	0.0000
5	-0.000	0.0018	-8.21	0.0000
6	-0.000	0.0013	-10.97	0.0000
7	0.000	0.0015	-9.94	0.0000
8	-0.000	0.0012	-12.08	0.0000

slot:diffrr76n

Mean: -0.016

Lag	covs	s.e.	t-stat	p-value
0	0.000	0.0015	-10.62	0.0000
1	-0.000	0.0009	-16.47	0.0000
2	0.000	0.0012	-13.16	0.0000
3	-0.000	0.0008	-19.58	0.0000
4	0.000	0.0013	-11.55	0.0000
5	-0.000	0.0011	-14.38	0.0000
6	-0.000	0.0010	-15.63	0.0000
7	-0.000	0.0007	-20.83	0.0000
8	0.000	0.0010	-15.82	0.0000

TIME		NATIONAL Nielsen TV AUDIENCE ESTIMATES											
TOTAL AUDIENCE		(Households (000) & %)											
7:00		7:15											
7:30		7:45											
8:00		8:15											
8:30		8:45											
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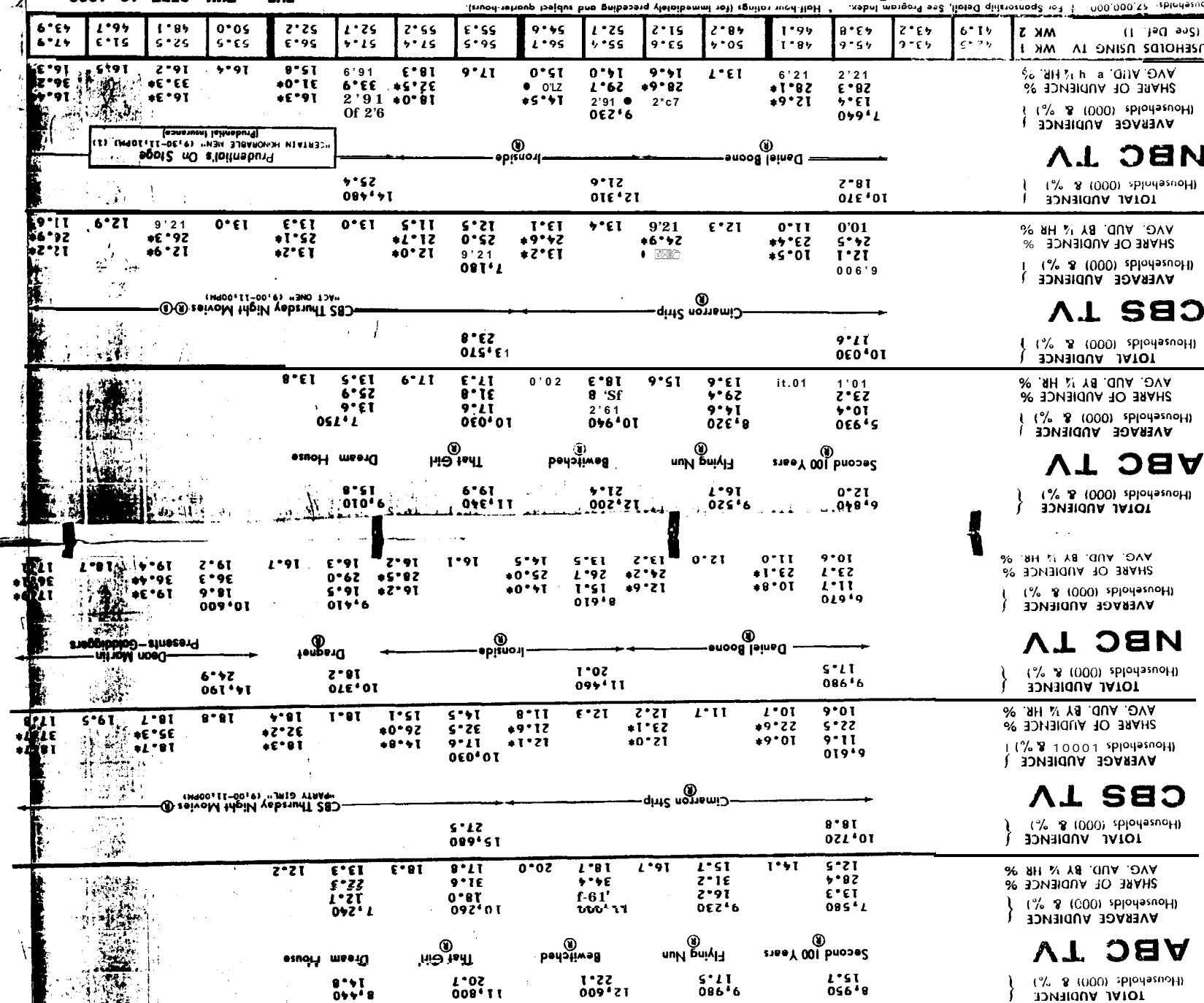
TIME		NATIONAL Nielsen I A AUDIENCE ESTIMATES															
7:00		7:15	7:30	7:45	8:00	8:15	8:30	8:45	%00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE		11,690	11,20-S	15,160	15,630	11,630	11,630	12,630	12,630	9,920	11,74	11,74	11,74	11,74	11,74	11,74	11,74
AVERAGE AUDIENCE		(Households (000) 6 %)															
(Households (000) 6 %)		11,690	11,20-S	15,160	15,630	11,630	11,630	12,630	12,630	9,920	11,74	11,74	11,74	11,74	11,74	11,74	11,74
CBS TV																	
TOTAL AUDIENCE		10,980	11,74	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900
AVERAGE AUDIENCE		(Households (000) 6 %)															
(Households (000) 6 %)		10,980	11,74	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900
ABC TV																	
TOTAL AUDIENCE		9,920	12,63	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370
AVERAGE AUDIENCE		(Households (000) 6 %)															
(Households (000) 6 %)		9,920	12,63	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370	10,370
NBC TV																	
TOTAL AUDIENCE		9,980	11,74	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900
AVERAGE AUDIENCE		(Households (000) 6 %)															
(Households (000) 6 %)		9,980	11,74	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900	17,900

REV. • WED. SEPT. 11, 1968

1968 • THU. SEPT. 12, 1968

NATIONAL Nielsen | A AUDIENCE ESTIMATES
EE • THU. SEPT. 5, 1968

8



NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. • FRI. SEPT. 6, 1968

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45 11:00
	TOTAL AUDIENCE (Households (000) & %)	9,230 16.2						9,630 16.9				9,290 16.3		10,200 17.9			
	AVERAGE AUDIENCE (Households (000) & %)	6,270 11.0	9.9*		12.2*	11.5	10.5*		12.5* 20.7*	14.5		8,270 12.8		8,320 14.6	14.3*	14.9*	13.0*
	SHARE OF AUDIENCE %	25.1	24.1*		26.2*	22.4	20.7*		24.0*	27.7		29.3		28.2*	30.3*		
	AVG. AUD. BY 1/4 HR. %	9.3	10.4	12.1	12.4	10.6	10.3	12.1	12.8	14.0	15.1	14.0	14.7	15.0	14.8		
W	TOTAL AUDIENCE (Households (000) & %)	12,200 21.4				14,020 24.6		15,500 27.2									
E	CBS TV																
K	AVERAGE AUDIENCE (Households (000) & %)	8,610 15.1	13.2*		17.0*	21.6		9,520 16.7		16.4*		17.7*		17.0*			
	SHARE OF AUDIENCE %	34.5	32.1*		36.6*	42.5			32.7	29.8*	31.3*		34.9*		34.6*		
	AVG. AUD. BY 1/4 HR. %	12.4	14.1	16.4	17.6	20.8	22.5	15.6	15.5	16.0	16.8	18.2	17.2	17.7	16.3		
1	TOTAL AUDIENCE (Households (000) & %)	6,840 12.0		4,620 8.1		13,400 23.5											
NBC TV	Banana Splits Preview (Kellogg)			Pro Football '68 ①													
	AVERAGE AUDIENCE (Households (000) & %)	5,190 9.1		3,420 6.0		6,670 11.7		10.3*		12.0*		12.8*		11.8*		11.6*	
	SHARE OF AUDIENCE %	21.8		13.9		23.8		21.4*		24.0*		25.0*		23.4*		23.0*	
	AVG. AUD. BY 1/4 HR. %	9.9	8.4	5.5	6.6	10.0	10.7	11.6	12.4	13.1	12.6	11.7	12.0	11.6	11.6		
	TOTAL AUDIENCE (Households (000) & %)	6,780 11.9			9,010 15.8												
ABC TV	Off to See the Wizard® "WILD WORLD"			Man in a Suitcase ①													
	AVERAGE AUDIENCE (Households (000) & %)	4,450 7.8	7.2*		5,760 10.1		6,500 11.4		7,300 12.0		7,300 12.4*		7,300 12.8		13.1*		
	SHARE OF AUDIENCE %	17.4	17.2*		17.4* 19.2	18.4*	20.0*		21.2		23.2		23.4*		27.1*		
	AVG. AUD. BY 1/4 HR. %	7.0	7.4	8.0	8.6	9.7	9.3	10.8	10.6	11.0	11.8	12.2	12.5	12.9	13.4		
W	TOTAL AUDIENCE (Households (000) & %)	11,740 20.6			16,020 28.1		18,700 32.8										
E	CBS TV			Wild Wild West (I) ①		Gomer Pyle USMC ① (Gen. Foods)											
K	AVERAGE AUDIENCE (Households (000) & %)	8,550 15.0	13.6*		14,190 24.9		13,000 22.8		22.6*		25.1*		25.1*		22.2*		
	SHARE OF AUDIENCE %	33.6	32.5*		34.4* 48.3		43.4		39.4*		41.9*		47.3*		42.9*		
	AVG. AUD. BY 1/4 HR. %	13.0	14.1	15.8	17.0	23.6	26.2	20.2	22.0	22.6	22.7	24.7	25.5	24.6	18.6		
2	TOTAL AUDIENCE (Households (000) & %)	8,490 14.9			7,700 13.5												
NBC TV	Terzan ①			NBC White Paper "ORDEAL OF THE AMERICAN CITY" (Bell Telephone System)		Hollywood Squares ①											
	AVERAGE AUDIENCE (Households (000) & %)	5,760 10.1	9.6*		4,670 8.2		4,730 8.3										
	SHARE OF AUDIENCE %	22.6	23.0*		22.2* 15.6		15.5*		15.7* 15.4								
	AVG. AUD. BY 1/4 HR. %	9.3	9.9	10.2	11.0	8.3	7.6	8.5	8.3	8.4	8.2						
TV HOUSEHOLDS USING TV WK 1	WK 1	39.4	39.7	40.1	42.1	45.3	47.6	49.9	51.8	51.3	52.7	52.7	52.2	50.6	50.7	50.0	48.4
(See Def. 1)	WK 2	38.9	40.1	40.5	43.1	46.0	49.4	50.7	52.4	53.1	54.1	53.9	53.8	53.8	52.4	51.3	45.3

U.S. TV Households: 57,000,000 * For Sponsorship Detail See Program Index * Half-hour ratings (for immediately preceding and subsequent hours)
 (1) Includes "I Spy," "Johnnie's Red Cross Appeal," 8:25-9:30PM
 (PPI) Other Programs: See Pages 2-73 (B) Part 4, See page 4. (D) Originated in Black & White. (2) NIXON-AGNEW POLITICAL (CITIZENS FOR NIXON-AGNEW) (OP)
 (3) FOR REFL. AVG. AUD. BY 1/4 HR. PATHS, SEE OP PAGES 72-75.

EVE. • FRI. SEPT. 13, 1968

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EE • MON. SEPT. 16, 1988

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE { (Households (000) 8.9%) }

AVERAGE AUDIENCE { (Households (000) 8.4%) }

CBS TV

TOTAL AUDIENCE { (Households (000) 8.9%) }

AVERAGE AUDIENCE { (Households (000) 8.4%) }

ABC TV

TOTAL AUDIENCE { (Households (000) 8.9%) }

AVERAGE AUDIENCE { (Households (000) 8.4%) }

NBC TV

TOTAL AUDIENCE { (Households (000) 8.9%) }

AVERAGE AUDIENCE { (Households (000) 8.4%) }

ABC TV

TOTAL AUDIENCE { (Households (000) 8.9%) }

AVERAGE AUDIENCE { (Households (000) 8.4%) }

CBS TV

TOTAL AUDIENCE { (Households (000) 8.9%) }

AVERAGE AUDIENCE { (Households (000) 8.4%) }

ABC TV

TOTAL AUDIENCE { (Households (000) 8.9%) }

AVERAGE AUDIENCE { (Households (000) 8.4%) }

NBC TV

TOTAL AUDIENCE { (Households (000) 8.9%) }

AVERAGE AUDIENCE { (Households (000) 8.4%) }

EE • MON. SEPT. 23, 1988

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE { (Households (000) 8.9%) }

AVERAGE AUDIENCE { (Households (000) 8.4%) }

NBC T.V.

TOTAL AUDIENCE { (Households (000) 8.9%) }

AVERAGE AUDIENCE { (Households (000) 8.4%) }

CBS T.V.

TOTAL AUDIENCE { (Households (000) 8.9%) }

AVERAGE AUDIENCE { (Households (000) 8.4%) }

ABC T.V.

TOTAL AUDIENCE { (Households (000) 8.9%) }

AVERAGE AUDIENCE { (Households (000) 8.4%) }

NBC T.V.

TOTAL AUDIENCE { (Households (000) 8.9%) }

AVERAGE AUDIENCE { (Households (000) 8.4%) }

(2) NIXON POLITICAL 10:35A-11:00P (CITIZENS NIXON-AGENCY) (OF)
 (OF) Other Programs: See Page 82-85 (1) Repeat, See page 4. (2) Originated in Block 8 White. (1) FOR REH. ADV. A/D. BY 1/4 Hr. RATINGS SEE OF PAGES 56-59
 U.S. TV Households: 57,000,000 + for Sponsorship Detail, See Program Index. Half-hour ratings for Immediacy pricing and related quarter-hour.
 (2) Nixon Political 10:35A-11:00P (CITIZENS NIXON-AGENCY) (OF)

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE • WED. SEPT. 18, 1968

• WED. SEPT. 25, 1968

1

EE • Fri. Sept. 27, 1968

NATIONAL Nielsen TV AUDIENCE ESTIMATES

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE (Households 000) & (%)

AVERAGE AUDIENCE (Households 000) & (%)

CBS TV

TOTAL AUDIENCE (Households 000) & (%)

ABC TV

TOTAL AUDIENCE (Households 000) & (%)

CBS TV

TOTAL AUDIENCE (Households 000) & (%)

NBC TV

TOTAL AUDIENCE (Households 000) & (%)

U.S. TV Households: 57,000,000 For Sponsorship Detail, See Program Index. Total hour ratings for immediately preceding and subsequent quarter-hours.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EEVEE • TUE OCT 8, 1968

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TIME	15:05	26:4	13:17	23:1	Mod Squad	Hi-Tales & Titill	N.Y.P.D.	Mod Squad	Hi-Tales & Titill	N.Y.P.D.	Mod Squad	Hi-Tales & Titill	N.Y.P.D.	Mod Squad	Hi-Tales & Titill	N.Y.P.D.	Mod Squad
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TIME	12:43	12:18	18:20	18:20	Lancer	Rod Slaton Hour	Doris Day Show	Gov. Wallace Polk	Gov. Wallace Polk	Mod Squad	Hi-Tales & Titill	N.Y.P.D.	Mod Squad	Hi-Tales & Titill	N.Y.P.D.	Mod Squad
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TIME	11:23	11:0	17:670	17:670	Jerry Lewis	Julie	Jerrey Lewis Show	NBC Tuesday Night at the Movies	NBC Tuesday Night at the Movies	Mod Squad	Hi-Tales & Titill	N.Y.P.D.	Mod Squad	Hi-Tales & Titill	N.Y.P.D.	Mod Squad
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TIME	10:490	9:580	19.1	11:0	32:1	11:100	11:100	12:200	12:200	Luncher	Rod Slaton H	Doris Day Show	60 Minutes	60 Minutes	60 Minutes	60 Minutes
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TIME	12:080	12:470	15:390	15:390	27:0	27:0	27:0	27:0	27:0	27:0	27:0	27:0	27:0	27:0	27:0	27:0
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TIME	46:4	49:3	51:3	51:3	57:5	57:5	59:3	59:3	59:3	59:3	59:3	59:3	59:3	59:3	59:3	59:3
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(OP) Other Programs: See Pages 82-89	(EE) Repeat, See Page 6	(A) Original in Block 8 While	(N) NIXON POLITICAL 8-10-68-11-10-68	(P) PRACTICE-MASK 8-10-68-11-10-68	(V) VICTORY COM 8-10-68-11-10-68
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U.S. Households: 57,000,000	For Sponsorship Detail, See Program Index	Hour-hour ratings for individual programs and detailed sponsor information	FOR REM. AGED. BY 1/4 HR. RATINGS SEE PAGE 62-69.
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(See Def. 1)	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14	WEEK 15	WEEK 16
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(OP) Other Programs: See Pages 82-89	(EE) Repeat, See Page 6	(A) Original in Block 8 While	(N) NIXON POLITICAL 8-10-68-11-10-68	(P) PRACTICE-MASK 8-10-68-11-10-68	(V) VICTORY COM 8-10-68-11-10-68
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NBC TV

TOTAL AUDIENCE	(Households 000) 8 (%)	AVERAGE AUDIENCE	(Households 000) 8 (%)	SHARE OF AUDIENCE %	Avg. Aud. By 1/4 Hr. %
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12,080	12,470	15,390	15,390	27:0	27:0
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11,100	11,100	11,100	11,100	30:0	30:0
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11,100	11,100	11,100	11,100	23:1	23:1
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11,100	11,100	11,100	11,100	17:6	17:6
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11,100	11,100	11,100	11,100	17:6	17:6
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11,100	11,100	11,100	11,100	17:6	17:6
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11,100	11,100	11,100	11,100	17:6	17:6
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11,100	11,100	11,100	11,100	17:6	17:6
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11,100	11,100	11,100	11,100	17:6	17:6
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11,100	11,100	11,100	11,100	17:6	17:6
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11,100	11,100	11,100	11,100	17:6	17:6
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11,100	11,100	11,100	11,100	17:6	17:6
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11,100	11,100	11,100	11,100	17:6	17:6
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11,100	11,100	11,100	11,100	17:6	17:6
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11,100	11,100	11,100	11,100	17:6	17:6
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11,100	11,100	11,100	11,100	17:6	17:6
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CBS TV

TOTAL AUDIENCE	(Households 000) 8 (%)	AVERAGE AUDIENCE	(Households 000) 8 (%)	SHARE OF AUDIENCE %	Avg. Aud. By 1/4 Hr. %
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12,430	12,18	18,920	18,920	33:3	33:3
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12,430	12,18	18,920	18,920	31:4	31:4
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12,430	12,18	18,920	18,920	31:4	31:4
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12,430	12,18	18,920	18,920	31:4	31:4
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12,430	12,18	18,920	18,920	31:4	31:4
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12,430	12,18	18,920	18,920	31:4	31:4
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12,430	12,18	18,920	18,920	31:4	31:4
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12,430	12,18	18,920	18,920	31:4	31:4
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12,430	12,18	18,920	18,920	31:4	31:4
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12,430	12,18	18,920	18,920	31:4	31:4
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12,430	12,18	18,920	18,920	31:4	31:4
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12,430	12,18	18,920	18,920
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NATIONAL Nielsen TV AUDIENCE ESTIMATES

EE. • THU. OCT. 3, 1968

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE (Households (000) & %) (Households (000) & %)

AVERAGE AUDIENCE (Households (000) & %) (Households (000) & %)

ABC TV Journey to the Unknown

CBS TV — CBS Thursday Night Movies (II)

ABC TV Flying Nun — Bewitched That Girl

ABC TV Flying Nun — Bewitched That Girl

AVERAGE AUDIENCE (Households (000) & %) (Households (000) & %)

ABC TV Flying Nun — Bewitched That Girl

AVERAGE AUDIENCE (Households (000) & %) (Households (000) & %)

CBS TV Hawaii Five-O — Blondie

AVERAGE AUDIENCE (Households (000) & %) (Households (000) & %)

CBS TV Hawaii Five-O — Blondie

AVERAGE AUDIENCE (Households (000) & %) (Households (000) & %)

NBC TV — CBS Thursday Night Movies

AVERAGE AUDIENCE (Households (000) & %) (Households (000) & %)

NBC TV — CBS Thursday Night Movies

AVERAGE AUDIENCE (Households (000) & %) (Households (000) & %)

NBC TV — CBS Thursday Night Movies

AVERAGE AUDIENCE (Households (000) & %) (Households (000) & %)

ABC TV Journey to the Unknown

AVERAGE AUDIENCE (Households (000) & %) (Households (000) & %)

ABC TV Journey to the Unknown

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EEVEE • TUE. OCT. 15, 1968

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TIME		ABC T.V.																		CBS T.V.																		NBC T.V.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
TOTAL AUDIENCE		(Households (000) 6.0 %)									Summer Olympics									(7:00-8:30PM)									Summer Olympics									(7:00-8:30PM)									Tuesday Night at the Movies																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
AVERAGE AUDIENCE		(Households (000) 6.0 %)									Tales of a Thief									N.Y.P.D.									Tuesday Night at the Movies									Jerry Lewis Show																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
SHARE OF AUDIENCE		(Households (000) 6.0 %)									N.Y.P.D.									Tuesday Night at the Movies									Jerry Lewis Show									Tuesday Night at the Movies																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:40	12:45	1:00	1:45	2:00	2:45	3:30	4:15	5:00	5:45	6:30	7:15	8:00	8:45	9:30	10:15	11:00	11:45	12:30	1:15	2:00	2:45	3:30	4:15	5:00	5:45	6:30	7:15	8:00	8:45	9:30	10:15	11:00	11:45	12:30																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
11,400	11,630	12,04	12,45	13,00	13,45	14,00	14,45	15,00	15,45	16,00	16,45	17,00	17,45	18,00	18,45	19,00	19,45	20,00	20,45	21,00	21,45	22,00	22,45	23,00	23,45	24,00	24,45	25,00	25,45	26,00	26,45	27,00	27,45	28,00	28,45	29,00	29,45	30,00	30,45	31,00	31,45	32,00	32,45	33,00	33,45	34,00	34,45	35,00	35,45	36,00	36,45	37,00	37,45	38,00	38,45	39,00	39,45	40,00	40,45	41,00	41,45	42,00	42,45	43,00	43,45	44,00	44,45	45,00	45,45	46,00	46,45	47,00	47,45	48,00	48,45	49,00	49,45	50,00	50,45	51,00	51,45	52,00	52,45	53,00	53,45	54,00	54,45	55,00	55,45	56,00	56,45	57,00	57,45	58,00	58,45	59,00	59,45	60,00	60,45	61,00	61,45	62,00	62,45	63,00	63,45	64,00	64,45	65,00	65,45	66,00	66,45	67,00	67,45	68,00	68,45	69,00	69,45	70,00	70,45	71,00	71,45	72,00	72,45	73,00	73,45	74,00	74,45	75,00	75,45	76,00	76,45	77,00	77,45	78,00	78,45	79,00	79,45	80,00	80,45	81,00	81,45	82,00	82,45	83,00	83,45	84,00	84,45	85,00	85,45	86,00	86,45	87,00	87,45	88,00	88,45	89,00	89,45	90,00	90,45	91,00	91,45	92,00	92,45	93,00	93,45	94,00	94,45	95,00	95,45	96,00	96,45	97,00	97,45	98,00	98,45	99,00	99,45	100,00	100,45	101,00	101,45	102,00	102,45	103,00	103,45	104,00	104,45	105,00	105,45	106,00	106,45	107,00	107,45	108,00	108,45	109,00	109,45	110,00	110,45	111,00	111,45	112,00	112,45	113,00	113,45	114,00	114,45	115,00	115,45	116,00	116,45	117,00	117,45	118,00	118,45	119,00	119,45	120,00	120,45	121,00	121,45	122,00	122,45	123,00	123,45	124,00	124,45	125,00	125,45	126,00	126,45	127,00	127,45	128,00	128,45	129,00	129,45	130,00	130,45	131,00	131,45	132,00	132,45	133,00	133,45	134,00	134,45	135,00	135,45	136,00	136,45	137,00	137,45	138,00	138,45	139,00	139,45	140,00	140,45	141,00	141,45	142,00	142,45	143,00	143,45	144,00	144,45	145,00	145,45	146,00	146,45	147,00	147,45	148,00	148,45	149,00	149,45	150,00	150,45	151,00	151,45	152,00	152,45	153,00	153,45	154,00	154,45	155,00	155,45	156,00	156,45	157,00	157,45	158,00	158,45	159,00	159,45	160,00	160,45	161,00	161,45	162,00	162,45	163,00	163,45	164,00	164,45	165,00	165,45	166,00	166,45	167,00	167,45	168,00	168,45	169,00	169,45	170,00	170,45	171,00	171,45	172,00	172,45	173,00	173,45	174,00	174,45	175,00	175,45	176,00	176,45	177,00	177,45	178,00	178,45	179,00	179,45	180,00	180,45	181,00	181,45	182,00	182,45	183,00	183,45	184,00	184,45	185,00	185,45	186,00	186,45	187,00	187,45	188,00	188,45	189,00	189,45	190,00	190,45	191,00	191,45	192,00	192,45	193,00	193,45	194,00	194,45	195,00	195,45	196,00	196,45	197,00	197,45	198,00	198,45	199,00	199,45	200,00	200,45	201,00	201,45	202,00	202,45	203,00	203,45	204,00	204,45	205,00	205,45	206,00	206,45	207,00	207,45	208,00	208,45	209,00	209,45	210,00	210,45	211,00	211,45	212,00	212,45	213,00	213,45	214,00	214,45	215,00	215,45	216,00	216,45	217,00	217,45	218,00	218,45	219,00	219,45	220,00	220,45	221,00	221,45	222,00	222,45	223,00	223,45	224,00	224,45	225,00	225,45	226,00	226,45	227,00	227,45	228,00	228,45	229,00	229,45	230,00	230,45	231,00	231,45	232,00	232,45	233,00	233,45	234,00	234,45	235,00	235,45	236,00	236,45	237,00	237,45	238,00	238,45	239,00	239,45	240,00	240,45	241,00	241,45	242,00	242,45	243,00	243,45	244,00	244,45	245,00	245,45	246,00	246,45	247,00	247,45	248,00	248,45	249,00	249,45	250,00	250,45	251,00	251,45	252,00	252,45	253,00	253,45	254,00	254,45	255,00	255,45	256,00	256,45	257,00	257,45	258,00	258,45	259,00	259,45	260,00	260,45	261,00	261,45	262,00	262,45	263,00	263,45	264,00	264,45	265,00	265,45	266,00	266,45	267,00	267,45	268,00	268,45	269,00	269,45	270,00	270,45	271,00	271,45	272,00	272,45	273,00	273,45	274,00	274,45	275,00	275,45	276,00	276,45	277,00	277,45	278,00	278,45	279,00	279,45	280,00	280,45	281,00	281,45	282,00	282,45	283,00	283,45	284,00	284,45	285,00	285,45	286,00	286,45	287,00	287,45	288,00	288,45	289,00	289,45	290,00	290,45	291,00	291,45	292,00	292,45	293,00	293,45	294,00	294,45	295,00	295,45	296,00	296,45	297,00	297,45	298,00	298,45	299,00	299,45	300,00	300,45	301,00	301,45	302,00	302,45	303,00	303,45	304,00	304,45	305,00	305,45	306,00	306,45	307,00	307,45	308,00	308,45	309,00	309,45	310,00	310,45	311,00	311,45	312,00	312,45	313,00	313,45	314,00	314,45	315,00	315,45	316,00	316,45	317,00	317,45	318,00	318,45	319,00	319,45	320,00	320,45	321,00	321,45	322,00	322,45	323,00	323,45	324,00	324,45	325,00	325,45	326,00	326,45	327,00	327,45	328,00	328,45	329,00	329,45	330,00	330,45	331,00	331,45	332,00	332,45	333,00	333,45	334,00	334,45	335,00	335,45	336,00	336,45	337,00	337,45	338,00	338,45	339,00	339,45	340,00	340,45	341,00	341,45	342,00	342,45	343,00	343,45	344,00	344,45	345,00	345,45	346,00	346,45	347,00	347,45	348,00	348,45	349,00	349,45	350,00	350,45	351,00	351,45	352,00	352,45	353,00	353,45	354,00	354,45	355,00	355,45	356,00	356,45	357,00	357,45	358,00	358,45	359,00	359,45	360,00	360,45	361,00	361,45	362,00	362,45	363,00	363,45	364,00	364,45	365,00	365,45	366,00	366,45	367,00	367,45	368,00	368,45	369,00	369,45	370,00	370,45	371,00	371,45	372,00	372,45	373,00	373,45	374,00	374,45	375,00	375,45	376,00	376,45	377,00	377,45	378,00	378,45	379,00	379,45	380,00	380,45	381,00	381,45	382,00	382,45	383,00	383,45	384,00	384,45	385,00	385,45	386,00	386,45	387,00	387,45	388,00	388,45	389,00	389,45	390,00	390,45	391,00	391,45	392,00	392,45	393,00	393,45	394,00	394,45	395,00	395,45	396,00	396,45	397,00	397,45	398,00	398,45	399,00	399,45	400,00	400,45	401,00	401,45	402,00	402,45	403,00	403,45	404,00	404,45	405,00	405,45	406,00	406,45	407,00	407,45	408,00	408,45	409,00	409,45	410,00	410,45	411,00	411,45	412,00	412,45	413,00	413,45	414,00	414,45	415,00	415,45	416,00	416,45	417,00	417,45	418,00	418,45	419,00	419,45	420,00	420,45	421,00	421,45	422,00	422,45	423,00	423,45	424,00	424,45	425,00	425,45	426,00	426,45	427,00	427,45	428,00	428,45	429,00	429,45	430,00	430,45	431,00	431,45	432,00	432,45	433,00	433,45	434,00	434,45	435,00	435,45	436,00	436,45	437,00	437,45	438,00	438,45	439,00	439,45	440,00	440,45	441,00	441,45	442,00	442,45	443,00	443,45	444,00	444,45	445,00	445,45	446,00	446,45	